

MEDIA KIT

+ STYLE GUIDE

Single origin pastured lamb,
from our paddock to your plate



FRESH AUSTRALIAN LAMB

THE OUTBACK LAMB STORY



@outbacklamb

“We believe in helping consumers be more aware of their food's provenance, and importantly, to have the opportunity to know their producer. - Fiona Aveyard

Outback Lamb is produced on our family farm, "Westpoint", in Central NSW. We're fifth generation farmers. Our lamb is pasture raised with a focus on ethical management and regenerative farming. Our story began three years ago with the wholesaling of our grass fed, single origin lambs into boutique butcher stores.

Building on this, we have developed a gourmet sausage roll that is full of flavour and free from preservatives. Our next step will be developing our own processing facility so we can truly embrace our philosophy of nose to tail consumption, utilising the whole animal.

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CORE MESSAGES

- We care about our people, the environment and our regional economy.
- We believe it's important to transition from being a commodity producer to a value-added, branded entity.
- We connect customers with their food source by sharing our story through social media, and our own publications

Tagline

Single origin pastured lamb, from our paddock to your plate

Always include in public communications

- Logo
- Core message or tag line
- Website
- Follow us on...

COMMUNICATION CHANNELS

- Point of sale material e.g. postcards, business cards, flyers
- Packaging
- Quarterly e-magazine, Off the Hook
- Monthly recipe blog
- Social media - Instagram, Twitter and LinkedIn (@outbacklamb)
- Mainstream media opportunities
- Digital media opportunities e.g. podcasts and blogs
- Speaking engagements

LOGOS

Provided on request in .jpg or transparent .png



Black background for illustration purposes only

FONTS

H1 headers: Stencil (50-40pt)

H2-H4 headers: Helvetica Bold (40-25pt)

H5-H6 headers: Helvetica Bold (20-16pt)

Body text: Helvetica (12-14pt)

Quotes: Helvetica Italics (16-12pt)

Helveticish is the substitute font in Canva

COLOURS

Black on white OR

White on black

Buttons, banners, block colour
Green #1f7d32 (websafe hex)



Seasonal colour use e.g. plum, navy, green, yellow used sparingly in publications such as the e-magazine